

WTCI, The Greater Chattanooga Public Television Corporation, is currently seeking to fill the position of

Assistant Director of Development

Please submit resume and cover letter to:

WTCI

Human Resources

7540 Bonnyshire Drive

Chattanooga, TN 37416

jobs@wtciTV.org

At WTCI PBS, we believe that every family in the Tennessee Valley deserves great media – so for the past 50 years, we’ve strived to provide people of every age and interest with a classroom, a passport, and a stage for the arts. And now you have an opportunity to join our team! WTCI PBS is hiring an Assistant Director of Development, an individual who under the supervision of the Director of Development can communicate the value of WTCI PBS to donors, foundations, and corporate partners in the Tennessee Valley.

Summary: Under the supervision of the Director of Development, the Assistant Director of Development will assist in growing, maintaining, and servicing the membership and donor base of WTCI. The Assistant Director of Development will actively manage the sustaining donor program and provide Major Donor and Special Event Support to the Director of Development.

Essential Job Responsibilities

Donor Correspondence and Support

- Handle all donor correspondence and respond to donor comments and concerns in a timely manner and note member records accordingly.
- Work to ensure effective and long-term problem resolution.
- Provide effective customer service and assist members with making gifts, updating payment information, and answering questions about PBS and WTCI.
- Ensures timely distribution of thank-you gifts and implementation of all member benefits.
- Contact donors regarding declined and expired credit cards and EFT returns for resolution
- Serve as the primary contact person for sustaining members.
- Coordinates weekly thank you letters to donors with the Director of Development and President.
- Coordinates with Shared Services all mailing and list mergers and distribution for outsourced member mailings.
- Coordinate seasonal sustainer cultivation efforts, including thank-you gift offers and upgrade asks.

Pledge Campaigns

- Coordinate all on-air pledge drives.
- Collaborate with Programming and Production on all on-air pledge drives to maximize programming, talent, and premium gifts.
- Draft scripts for pledge breaks produced in-house.
- Coordinate pledge schedule in conjunction with Programming staff.
- Recruit and schedule on-air talent and phone bank volunteers.
- Serve as on-air talent when needed.
- Process all thank-you gifts, maintain inventory and place orders as needed.
- Manage call center contact including uploading of premiums.
- Set up database with programs, premiums, and pledge breaks
- Set up pledge premiums, detailed inventory items, and upload graphics.
- Update online forms to include correct source codes for tracking pledges and sustaining gifts
- Provide business office call-in pledge payment information at the end of each night of live pledge
- Track campaign performance and membership metrics and provide up-to-date reports to management

Development Support and Other Roles

- Develop, execute and supervise the management of the renewal and acquisition of members and ensure that messaging is consistently integrated through all medium: on-air, direct mail and online and is consistent with communications/marketing messaging to the community.
- Assist the Director of Development in developing and implementing new member strategies.
- Contribute to strategies for increasing membership via social media, on air and direct mailings.
- Research and make recommendations to continually improve the sustaining member program
- Assist with planning of social media campaigns to increase membership.
- In collaboration with the production department, create spots to increase membership and on-air giving.
- Research and create procedures for the implementation of new member acquisition, retention, and additional gift prospecting
- Provide Major Donor program support to the Director of Development as needed.
- Support planning, promotion and execution of fundraising events.
- Work closely with fellow development team members to ensure success of overall department goals, long-term growth and donor retention.
- Attend and participate in staff meetings and other meetings as directed.
- Represent WTCI at station events as needed.
- Other duties as assigned.

Qualifications and experience:

- Preferred four-year college degree with at least two years of sales, customer service, communication and/or fundraising experience
- Excellent customer service skills
- Database management experience.
- Highly organized self-starter with strong time management skills and excellent attention to detail.

- Ability to take direction as well as be an enthusiastic team player.
- Excellent interpersonal skills; must be comfortable interacting with constituents in person and on the phone.
- Self-starter with strong analytical and problem-solving skills.
- Ability to manage multiple projects at once and meet deadlines as required.
- Strong working knowledge of Microsoft Office.
- Excellent communication skills, both written and verbal.
- Ability and willingness to work occasional evenings and weekends, with some long days required during peak fundraising times.
- Strong judgment, sense of ethics, integrity and accountability.
- Passion for and knowledge of public media and its mission.

This position is a full-time exempt position. Salary range is \$45,000 - \$50,000 commensurate with experience.

All interested candidates must submit a resume and cover letter for consideration including salary range requirements.

WTCI is an Equal Employment Opportunity Employer